

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Yingwei Claire Cui et al. Art Unit : 3622
Serial No. : 10/649,585 Examiner : Arthur D. Duran
Filed : August 27, 2003 Conf. No. : 4994
Title : CONTENT-TARGETED ADVERTISING USING COLLECTED USER
 BEHAVIOR DATA

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF FEBRUARY 25, 2010

Please amend the above-identified application as follows.